

IBM Business Partner Leaders for Linux Co-marketing Incentive 2005  
**Americas Geography**

To apply for the **IBM Business Partner Leaders for Linux** co-marketing incentive please fill out the application below. Required information is indicated in **blue** (tab between input fields to enter).

For eligibility criteria and offering details please refer to [www.ibm.com/partnerworld/linux](http://www.ibm.com/partnerworld/linux)  
e-mail completed form to Jennifer Clarke at [clarkej@us.ibm.com](mailto:clarkej@us.ibm.com) for approval

**Business Partner Name**

**Primary Business Model**

**PartnerWorld ID**

**PWLM SUSE Establishment #**  (Note: This is the unique # assigned by PartnerWorld Lead Mangement (PWLM) for the lead recipient establishment location of your company. If you do not know your SUSE#, please call PartnerWorld Contact Services at 1-800-426-9990 or [Send a program question](#) to obtain the SUSE# for the location that you want to receive leads from this campaign. If your company has multiple SUSE #s, please enter the one you want to receive the leads from this campaign)

**Address 1**  
**Address 2**  
**City, State, Postal Code**  
**Country**

**Campaign Contact to work with IBM to execute this campaign**

<b>Name</b>	<input type="text"/>
<b>e-mail</b>	
<b>Phone</b>	

**Submitted by (required only if different from campaign contact above)**

<b>Name</b>	<input type="text"/>
<b>e-mail</b>	
<b>Phone</b>	

**Preferred Distributor**

**IBM Sales Rep (if you have assigned IBM coverage)**

<b>Name</b>	<input type="text"/>
<b>e-mail</b>	
<b>Phone</b>	

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Select **one or more** of the following four opportunity areas that apply to execute a **pre-paid** custom telemarketing campaign valued at **up to \$10,000** (local currency equivalent)

**Base offering** – 500 two contact call pass telemarketing campaign (number of contact calls may vary by country due to cost variations and language requirements)

- Infrastructure Solutions
  - Windows to Linux Migration
  - Novell upgrade to Linux
  - Solaris/Unix to Linux Migration
  - Server Consolidation on Linux
  
- Industry Application Solutions
- Retail Solutions
- Linux Client

**Enhanced Offering** “Kicker” - up to 250 additional two pass contact calls for each of the following (number of contact calls may vary by country due to cost variations and language requirements) – Subject to additional IBM approval requirements

Check all that apply to your Solution

- Solution is being featured on OpenPower
  
- Value Network Solution on Linux (teamed with another IBM Business Partner or ISV to deliver a complete solution to the customer\*)  
Please specify IBM Business Partners and/or ISVs you are teaming with for this solution

\* Solution offered requires a teaming relationship developed through the \_\_\_\_\_ Next Level Linux Value Network Initiative - (Contact **Jennifer Clarke** at [clarkej@us.ibm.com](mailto:clarkej@us.ibm.com) to determine if your Value Network Solution qualifies)

**Describe your proposed Solution:**

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**Break out the average proposed solution revenue by components revenue value:  
(IBM revenue must be at least 40% of total)**

Component	Average Revenue portion of Total Solution (in thousands of \$US)
IBM HW	
IBM SW	
IBM Services	
Business Partner Services	
ISV Applications	
Other –specify	
TOTAL	

**Describe the target audience for your Solution**

**Describe the “promotional offer” you will provide prospects responding to this campaign (offer may be monetary or non-monetary, e.g. discount, consultation, demonstration or other closing or follow-up tactic)**

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**By submitting this application your firm agrees to:**

- 1- Work with IBM and the selected Telemarketing Firm to create a customized call script and target audience definition for your proposed Solution.
- 2- Educate the Telemarketing Firm on the specifics of your Solution and promotional offer.
- 3- Provide the Telemarketing firm with up to the approved number of contacts in the format they specify.
- 4- Participate as required in the execution of the customized telemarketing campaign executed by the Telemarketing Firm on your behalf.
- 5- Respond to and update PartnerWorld Lead Management (PWLM) records every 30 days per the PWLM guidelines including revenue reporting on closed opportunities.

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